

Dolby CP500.

Number One

and Only.



We've Got The Whole World Listening.

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Dolby CP500. Number One and Only.

All you need

The cost-effective, integrated solution for playing the vast majority of prints: Dolby Digital, Dolby SR, A-type, and mono.

Proven quality

Of a total of 13,000 Dolby Digital screens worldwide, more than 5,600 have installed the Dolby CP500.*

Easy to install

A built-in real time analyzer and automatic A-chain alignment simplify installation.

Easy to operate

An easy-to-read LCD screen and uncomplicated controls simplify booth operations.

Dolby Digital

Widest availability

More titles are released in Dolby Digital than any other digital format, and all prints feature a digital soundtrack right on the film.

Dolby Digital prints available worldwide

Film labs around the world routinely print large numbers of Dolby Digital prints.

Digital readers as standard

New projectors from the leading manufacturers are available with factory-fitted, fully-integrated Dolby Digital readers for lower cost and ease of everyday operation. Add-on readers for existing projectors are also available.



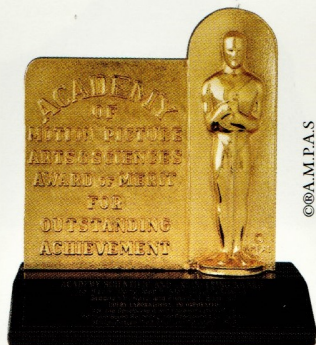
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*Figures as of March 1, 1998


Academy honors CP500

Beverly Hills, CA — The Dolby CP500 has been honored with a Scientific and Engineering Award by the Academy of Motion Picture Arts and Sciences. At the Academy's technical awards banquet on February 28, Academy plaques were presented to Dolby engineers Wilson Allen, Kirk Handley, Ray Meluch, John Neary, and Scott Robinson "for designing and implementing the Dolby CP500 digital cinema processor." Academy plaques are awarded for "achievements that exhibit a high level of engineering and are important to the progress of the industry."

Dolby has been previously honored by the Academy with Scientific and Engineering Awards in 1979 and 1995 for the original



The Motion Picture Academy's Scientific and Engineering Award ("Academy plaque").

Dolby Stereo and the Dolby Digital processes; Technical Achievement Awards in 1988 and 1992 for the Cat. No. 43 background noise suppressor and the "container" unit; and Academy Awards of Merit (Oscars®) in 1989 to Ray Dolby and Ioan Allen for their "continuing contributions to motion picture sound through the research and development programs of Dolby Laboratories." 



5,600 theatres have installed the Dolby CP500 digital cinema processor (as of March 1, 1998).



13,000 theatres
1,250 titles

As of March 1, 1998

Over 50,000 Dolby cinema processors sold

San Francisco, CA — Since our first model, the CP100, was introduced in 1975, Dolby Laboratories has manufactured and sold more than 50,000 cinema processors worldwide. 1975 also saw the first film for general release with a Dolby Stereo optical soundtrack (Ken Russell's *Lisztomania*). Since then, more than 8,000 titles with Dolby soundtracks have been released. 

A revolution in film sound

These numbers attest to nothing short of a revolution in film sound that has taken place over the past 20 years.

Back in 1975, even though audiences were used to hi-fi stereo music at home, in theatres they were still experiencing mono film sound little improved since the 1930s. While multi-


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Universal releasing in Dolby Digital

Universal City, CA — *Blues Brothers 2000*, released on February 6, is the first in a series of new films from Universal Pictures being released with Dolby Digital soundtracks. Additional Dolby Digital titles from Universal include *Kissing a Fool*, *Primary Colors*, and *Mercury Rising*.

"We're very pleased to welcome Universal Pictures to the worldwide roster of distributors releasing in Dolby Digital," said Dolby President Bill Jasper. "By including Dolby Digital on their

releases, they are ensuring that their titles with digital soundtracks are actually heard with digital sound in as many theatres as possible."

Added Patrick Artiaga, Dolby's Director of Distributor Relations, "Universal's decision is yet another example of today's vigorous, industry-wide effort to keep audiences going out to the movies. With megaplexes offering everything from comfortable stadium seating to superb Dolby Digital sound, the moviegoer has never had it so good." 

Dolby International Notes

More Dolby Digital facilities for China

Two more studios in China—August First Studios (Beijing) and Shanghai Film Studio—recently equipped their optical soundtrack recorders for Dolby Digital. Beijing Film Studios was the first to equip, in 1996.

Exhibitors investing \$1 billion in Latin America

Exhibitors from around the world, including GCC, Cinemark, Hoyts, National Amusements, Village Roadshow, CinemaStar, and UCI, are "invading" Latin America with new construction projects that will total nearly \$1 billion by 2000, according to *Variety*. Along with such aggressive locals as Cinemex, these chains regularly install Dolby Digital on most, and often all, screens.

More Dolby sound consultants worldwide

To cope with the increasing number of titles with Dolby Digital soundtracks, Dolby has recently added new sound consultants in Spain, France, India, Australia and South America. They are providing filmmakers with the round-the-clock support that only locally-based consultants can provide.

Record commitment to young filmmakers in 1997

In the international market alone, Dolby supported more than 500 short films by first-time directors during 1997, providing equipment and services free of charge. The quality soundtracks that result from this assistance help attract the attention of backers and distributors to the work of potentially important young filmmakers.

ShoWest honors Dolby's Allen

Las Vegas, NV — Dolby Vice President Ioan Allen is being honored at ShoWest with the B. J. Sturdivant Award, which is given each year to "an individual who throughout their career has demonstrated a dedication to the exhibition industry and its causes."

Ioan joined Dolby Laboratories in 1969, and was in large part responsible for the origination and development of the Dolby Stereo film program. He is past president of the International Theatre Equipment Association and is currently serving as Engineering Director — Motion Pictures for the SMPTE.

Ioan received the 1985



Ioan Allen, Vice President, recipient of ShoWest's B. J. Sturdivant Award.

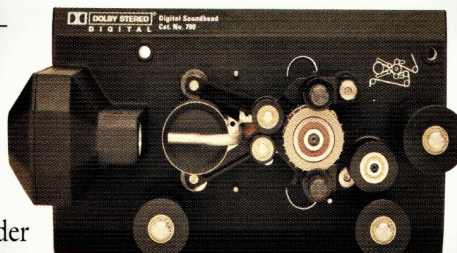
Samuel L. Warner Award for contributions to motion picture sound, Scientific and Engineering Awards from the Academy of Motion Picture Arts and Sciences in 1979 and 1987, and an Oscar in 1989. □□

Price reduction for Dolby Digital soundtrack reader

San Francisco, CA — Making it more cost-effective than ever to install Dolby Digital, the list price of the Dolby Cat. No. 700 digital soundtrack reader is now \$2,750, a \$525

reduction from the previous price. The reduction will be particularly helpful for multiplexes, and for those theatres around the world using two projectors, as opposed to single-reel projector platter systems.

For new construction, the leading projector manu-



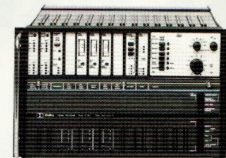
The Cat. No. 700 Dolby Digital soundtrack reader now costs \$525 less.

facturers are offering soundheads with built-in Dolby Digital readers, for even greater economy and ease of operation. More and more cinema chains are buying all their new projectors with integrated Dolby Digital readers as standard. □□

50,000 processors

Continued from front page

channel film sound via mag striping had been introduced twenty years earlier, by this time very few titles utilized the technology; it had become too costly.



The first Dolby processor (CP100, 1975).

The breakthrough

The big breakthrough in 1975 was first called Dolby Stereo. It combined a variety of new developments to transform the lowly mono optical soundtrack into a four-channel, high-fidelity medium. It changed forever the film-going experience.

Just as important as the higher sound quality, prints with the new Dolby soundtrack would play properly in mono theatres. This compatibility has been a prerequisite for every further Dolby soundtrack improvement. Today's Dolby Digital prints, for example, play properly in *any* theatre, from unconverted mono houses to the latest digital screens.

Exhibitors the key

First it was Dolby A-type stereo optical, then Dolby SR, and most recently Dolby Digital. Each advance has brought new reality and excitement to film presentations. But it would have been to no avail if 50,000 theatres hadn't installed those 50,000 Dolby processors. Dolby Laboratories salutes those thousands of exhibitors throughout the world who have become our partners in making films sound better. □□



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